

# CONTRACT



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Mundy Katowitz Media**  
**1322 G Street SE**  
**Washington, DC 20003**

<b>Contract / Revision</b> 561764 /		<b>Alt Order #</b> 07890797
<b>Product</b> PRIORITIES USA		
<b>Contract Dates</b> 08/14/12 - 08/20/12		<b>Estimate #</b> 321/340/1520
<b>Advertiser</b> Priorities USA Action		<b>Original Date / Revision</b> 08/13/12 / 08/13/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WTKR	<b>Account Executive</b> Jamie Andrus	<b>Sales Office</b> Washington, D.C.
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b> 8356	<b>Advertiser Code</b> 321	<b>Product Code</b> 340
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
E 1	3	08/14/12	08/19/12	NewsChannel 3 News	5-6am		1:00			NM	1	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$480.00			
E 2	3	08/14/12	08/19/12	Newschannel 3 News	6-7am		1:00			NM	1	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$730.00			
E 3	3	08/14/12	08/19/12	CBS This Morning	7-9a		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$560.00			
D 4	3	08/14/12	08/19/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
D 5	3	08/16/12	08/16/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
E 6	3	08/20/12	08/20/12	Newschannel 3 News	12n-1230pm		1:00			NM	1	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$830.00			
E 7	3	08/17/12	08/17/12	CBS Daytime	1228-3pm		1:00			NM	1	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$1,110.00			
E 8	3	08/16/12	08/16/12	NewsCha 3 News First @ 4p	358-5pm		1:00			NM	1	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$560.00			
E 9	3	08/14/12	08/19/12	Newschannel 3 News	5-530pm		1:00			NM	1	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$930.00			
D 10	3	08/14/12	08/19/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
E 11	3	08/20/12	08/20/12	Newschannel 3 News	530-6pm		1:00			NM	1	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-----				1	\$870.00			
E 12	3	08/16/12	08/16/12	Newschannel 3 News	6-630pm		1:00			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	---T---				1	\$1,010.00			
D 13	3	08/17/12	08/17/12	7-730pm	7-730pm		:30			NM	0	\$0.00
E 14	3	08/14/12	08/19/12	730-8pm	730-8pm		1:00			NM	1	\$1,110.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
561764 /	07890797

Contract Dates	Product	Estimate #
08/14/12 - 08/20/12	PRIORITIES USA	321/340/1520

Advertiser	Original Date / Revision
Priorities USA Action	08/13/12 / 08/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W----				1	\$1,110.00			
E 15	3	08/14/12	08/19/12	Late Night with David Letterman	1135pm-1235am		1:00			NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$470.00			
E 16	3	08/17/12	08/17/12	Late Late Show w/Craig Ferg	1237-135am		1:00			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	----F--				1	\$140.00			
D 17	3	08/20/12	08/20/12	Late Late Show w/Craig Ferg	1237-135am		:30			NM	0	\$0.00
E 18	3	08/18/12	08/18/12	730-8pm	730-8pm		1:00			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S-				1	\$270.00			
D 19	3	08/18/12	08/18/12	Kickin' It	1135pm-1235xm		:30			NM	0	\$0.00
D 20	3	08/19/12	08/19/12	CBS Sunday Morning	9-1030am		:30			NM	0	\$0.00
E 21	3	08/19/12	08/19/12	Newschannel 3 News	630-7pm		1:00			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$400.00			
E 22	3	08/19/12	08/19/12	1135pm-1205am	1135pm-1205am		1:00			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----S				1	\$420.00			
Totals											15	\$9,890.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/20/12	15	\$9,890.00	\$8,406.50
<b>Totals</b>	<b>15</b>	<b>\$9,890.00</b>	<b>\$8,406.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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